



## MINUTES

**REGULAR CALLED MEETING  
TOURISM ADVISORY BOARD  
WEDNESDAY, MAY 27, 2015 AT 6:30 PM  
City Council Chambers. Building Four  
450 Cypress Creek Road, Cedar Park, Texas 78613**

### BOARD MEMBERS

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> Matthew Olguin, Place Two, Chair  |   |
| <input checked="" type="checkbox"/> Robert Schoen, Place One          | <input checked="" type="checkbox"/> Wayne Brooks, Place Four          |
| <input type="checkbox"/> Vacant, Place Seven                          | <input type="checkbox"/> Vacant, Place Five                           |
| <input checked="" type="checkbox"/> Lisa Star, Place Three, Secretary | <input checked="" type="checkbox"/> Troy Storm, Place Six, Vice Chair |

- A. CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.**  
*Chairman Olguin called the meeting to order at 6:30 PM with four Tourism Advisory Board members present and two vacancies, board member Brooks was absent.*
- B. Board Members Opening Comments.** *None.*
- C. Citizen Communications.** *None.*
- D. Consider Approval Of Minutes Of The Tourism Board Meetings.**  
a) February 24, 2015 Regular Called Meeting. *Vice Chair Storm moved to approve the minutes of the February 24, 2015 regular called meeting. Board member Schoen seconded the motion. The motion was approved 5-0 with there being two vacancies.*
- E. Presentations (None)**
- F. Consider Financial Report**  
Quarterly Report On Revenues, Expenditures, And Fund Balance. (Aaron Rector, Assistant Finance Director) *Aaron Rector, Assistant Finance Director presented the financial report for the second quarter of budget year 2014-2015. Revenues to date total \$302,486 and expenditures to date total \$201,432. Revenues were 25.9% higher than budget and 25.4% higher than the same period in 2013. Occupancy rates were still at 75% for the quarter.*

*In a final note, Aaron reported that the fund balance (unaudited) for September 30, 2014 was \$1,216,605 and the budgeted fund balance for 2015 is \$1,134,139.*

**G. Discussion and Possible Action**

- a) Consider A Final Report On The 2015 Chamber Of Commerce Cedar Fest And BBQ Cook-Off Held On April 10-11, 2015. (Tony Moline & Lyndee Matthews)  
*Chamber President Tony Moline*
- b) Consider A Final Report On The Austin Spurs Marketing, Advertising And Promotion Activities For the NBADL 2015 Season. (Perri Travillion)
- c) Consider Approval Of Project Eligibility Matrix And Project Evaluation Matrix For 2015-2016 Project Applications.
  - i) Project Eligibility Matrix.
  - ii) Project Evaluation Matrix.
  - iii) Matrix Evaluation Guidelines.
- d) Consider Designation Of A Board Member To Fill A Vacancy On The Historic Preservation Subcommittee.

**H. Staff Reports - Discussion Only.**

- a) Staff Report On Process and Procedures For 2015-2016 Project Submissions.
  - i) Application Review Schedule.
  - ii) Budget Recommendation Schedule.
- b) Staff Report On Marketing And Promotions.
  - i) Council Proclamation Recognizing National Travel And Tourism Week.
  - ii) Update On 2014-2015 Marketing And Advertising Activities.
  - iii) Update on June Events And Activities.
  - iv) Update On Proposed 2015-2016 Site/Project Evaluations.

**I. Consider Excused Absences From Tourism Advisory Board Meetings.**

- a) Wayne Brooks From The February 24, 2015 Tourism Board Meeting. *Board member Schoen moved to excuse the absence of board member Brooks from the February 24, 2015 Tourism Advisory Board meeting. Vice Chair seconded the motion. The motion was approved 5-0 with there being two vacancies.*

**J. Staff Closing Comments.**

**K. Board Members Closing Comments.**

**L. Request For Future Agenda Items. None**

**Next Regular Scheduled Tourism Advisory Board Meeting: Tuesday June 23, 2015 at 6:30 P.M. at the Cedar Park City Hall Council Chambers, 450 Cypress Creek Road, Building Four.**

**M. Adjournment.** *Chairman Olguin adjourned the meeting at 7:46pm.*

**PASSED AND APPROVED THIS 25<sup>th</sup> DAY OF AUGUST 2015.**

  
\_\_\_\_\_  
MATTHEW OLGUIN, Chair

**ATTESTED BY:**

A handwritten signature in black ink, appearing to be 'Lisa Star', written over a horizontal line.

LISA STAR, Secretary